

AMENDMENTS TO THE CLAIMS

Claims 1-10 (Withdrawn).

5

11. (Currently Amended) A system for quantifying ~~quantizing~~ the effectiveness of advertising using an online merchant system that facilitates commercial transactions involving commerce items, comprising:

10 a commerce item information receiving system that is accessible by at least one online entity that may interface with the commerce item information system to deliver a data feed comprised of plurality of commerce item information packets that relate to commerce items that can be shopped for by online users via the online merchant system, the commerce item information receiving system under hardware and software control to:

15 receive, map, and store each commerce item information packet into an aggregate database using a common commerce item information format; and

associate a commerce item information tag to each commerce item information packet stored within the aggregate database;

20 the system for quantifying ~~quantizing~~ the effectiveness of advertising further comprising: also including,

25 a commerce metric recording system, accessible to a vendor, that records commerce metrics ~~reflecting~~ related to the online activity regarding any particular commerce item by recording queries of the aggregate database returning a specific unit of commerce item information and the associated commerce item information tag.

12. (Currently Amended) The system in Claim 11, wherein: the reporting system further enables reporting commerce metrics to an online entity
30 selected from the group of entities comprising any of: consisting of:

an online service provider, and of

~~said an online vendor.~~

13. (Currently Amended) The system of Claim 11, wherein: commerce metrics comprises at least one of: ~~the metrics selected from the group~~
5 ~~consisting of;~~

~~a the number of~~ user aggregate database queries retrieving the commerce item information associated with the commerce item information tag;

- 10 ~~the temporal aspects related to said user~~ User database queries retrieving the commerce item information associated with the commerce item information tag; ~~and~~

aggregate database retrievals initiated by the online merchant system for advertisement related purposes.

- 15 14. (Currently Amended) The system of Claim 11, wherein: the commerce item information tag further comprises;

a product identifier, the product identifier generated according to a methodology that reflects similarities in commerce item information.

- 20 15. (Currently Amended) The system of Claim 14, wherein: the methodology for generating product identifiers for association with the commerce item information in the aggregate database generates product identifiers that also reflect the differences in commerce item information.

- 25 Claims 16-20 (Withdrawn)